

Figure Fixers

“Some of my customers are concerned about their Christmas over-indulgence! What can I offer to help them tackle their weight worries, and boost my sales at the same time?”

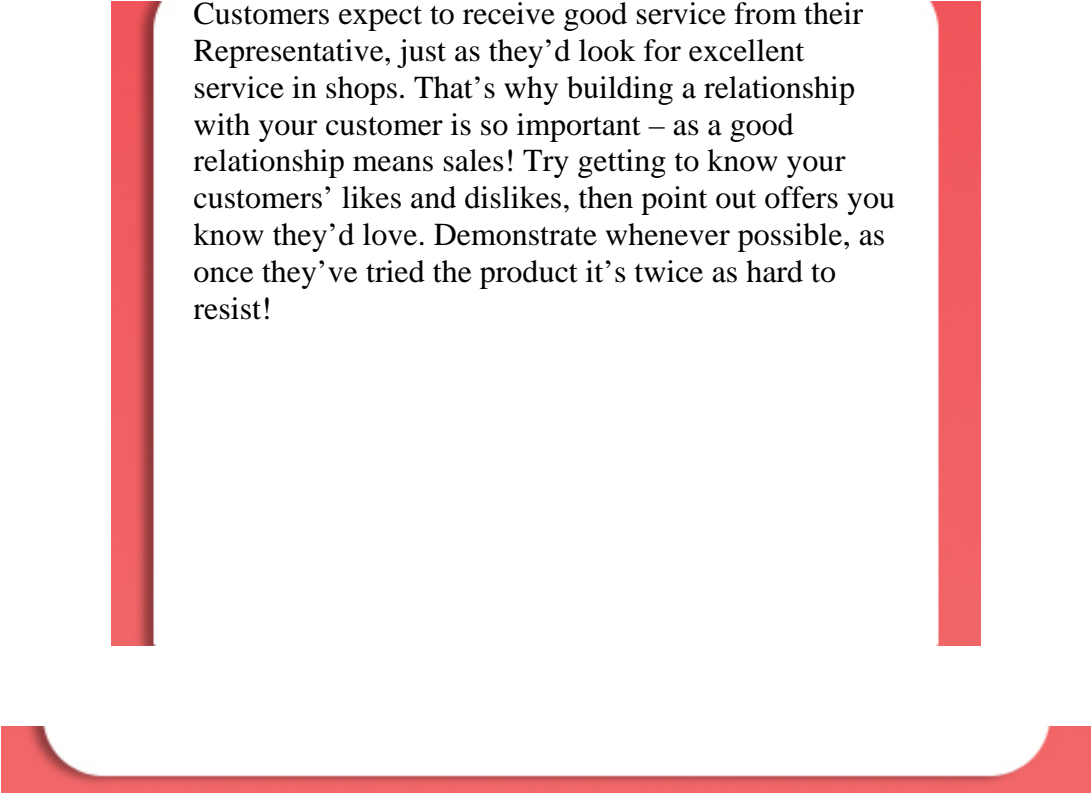
Even the sveltest of figures can gain a few pounds over the Christmas period, so make the most of this opportunity to demonstrate figure-slimming Body Illusion lingerie. This wonder underwear offers customers a quick-fix way to whittle their waist and trim their tum, so they'll slip into their clothes with ease.

To stop stubborn pounds turning into stones by summer time, encourage customers to start a fitness regime using our range of fitness equipment (see pages 19-20 in Brochure 2).

Remind them they'll be able to exercise in the comfort of their own home, and spend less on gym membership and exercise class fees.

Beat the High Street

“I know that my customers are going to be tempted by the New Year sales on the high street. How can I keep them shopping with Avon?”

A red decorative frame consisting of two vertical bars on the left and right sides, and a horizontal bar at the bottom. The top corners of the frame are rounded. The text is centered within the frame.

Customers expect to receive good service from their Representative, just as they'd look for excellent service in shops. That's why building a relationship with your customer is so important – as a good relationship means sales! Try getting to know your customers' likes and dislikes, then point out offers you know they'd love. Demonstrate whenever possible, as once they've tried the product it's twice as hard to resist!